ISSUES AND CRISIS COMMUNICATIONS IN A DIGITAL AND SOCIAL AGE

MICHELINE TANG TOROD NEPTUNE OCTOBER 13, 2016

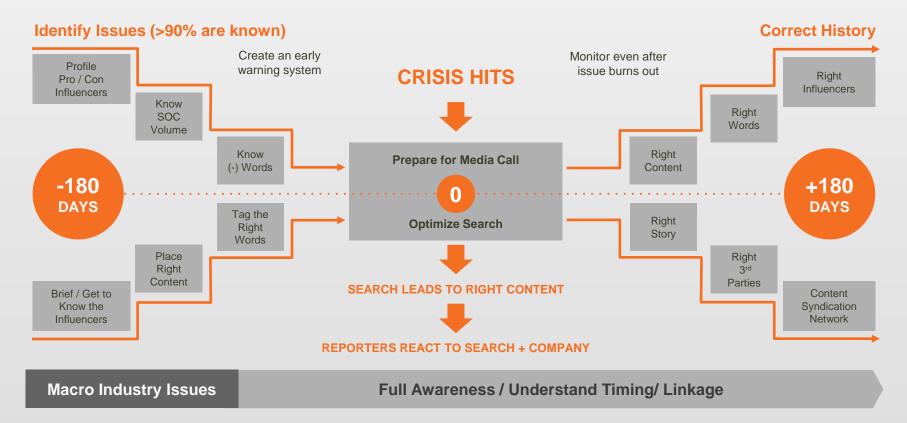
"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

- Warren Buffett

FIVE KEYS TO MODERN ISSUES AND CRISIS MANAGEMENT

Know your issues… in real time	 More than 90% of issues are known and chronic Create a program for your company or brand to monitor relevant conversations and measure their impact in real time
Understand the influence landscape	 Go beyond the story placement to look at online behavior
Develop a real-time response mentality	 Create engagement playbooks of focused, evidence-based responses (not "management by large manual")
Engage those who need to know	 Targeted dialogue helps manage media and improve control of the issue
Keep watching	 An issue can gain traction days after it appears to have gone away

MODERN DAY ISSUES MANAGEMENT



FOUR STEPS TO PREPARE THE ORGANIZATION

1. Develop crisis communication protocol

2. Train key staff on the protocol

3. Implement the protocol

4. Monitor, act and assess

ASSESSMENT SCORECARD

What Should You Be Solving For in a Crisis Scenario

Criteria	Considerations	Assessment Criteria	
People	Are the right people involved inside/outside your organization?		
Intel and Metrics	Do we have the right information at the right time to make the best decisions? Do you have the right success metrics in place?	Proficient	
Content	Do we have the right message and content to respond?	Gaps exist in protocol	
Process	Do we have the right procedures in place to help determine response and handle issues?		
Channels	Do we have the right means to send our message and engage in conversation?	Significant attention needed	